

INTERCOLLEGIATE BROADCASTING SYSTEM

RATE CARD NUMBER 7

January 15, 1948

See rate card number 6 (August 1, 1947) for general information.

		1/2 hr.	1 hr.	5 min.	1 min.	30 wds.
Men's Colleges:						
WGTV Georgetown U.	Washington, D.C.	9.00	6.00	3.00	1.50	1.05
WVHC Hamilton Coll.	Clinton, N.Y.	9.00	6.00	3.00	1.50	1.05
WHRC Haverford Coll.	Haverford, Pa.	9.00	6.00	3.00	1.50	1.05
WJRH Lafayette Coll.	Easton, Pa.	12.00	8.00	4.00	2.00	1.40
WPRU Princeton Univ.	Princeton, N.J.	15.00	10.00	5.00	2.50	1.75
WRTC Trinity Coll.	Hartford, Conn.	9.00	6.00	3.00	1.50	1.05
WRUC Union Coll.	Schenectady, N.Y.	12.00	8.00	4.00	2.00	1.40
WES Wesleyan Univ.	Middletown, Conn.	9.00	6.00	3.00	1.50	1.05
WMS Williams Coll.	Williamstown, Mass.	12.00	8.00	4.00	2.00	1.40

Women's Colleges						
WHIC MacMurray Coll.	Jacksonville, Ill.	9.00	6.00	3.00	1.50	1.05
WHWC Mary Washington Coll.	Fredericksburg, Va.	12.00	8.00	4.00	2.00	1.40
WHIC Stephens Coll.	Columbia, Mo.	12.00	8.00	4.00	2.00	1.40
WES Wellesley Coll.	Wellesley, Mass.	12.00	8.00	4.00	2.00	1.40

Co-educational Colleges						
WABP Alabama, U. of	University, Ala.	18.00	12.00	6.00	3.00	2.10
WXBC Bard College	Annandale-on-Hudson, N.Y.	9.00	6.00	3.00	1.50	1.05
KIYS Baylor Univ.	Waco, Texas	18.00	12.00	6.00	3.00	2.10
KBYU Brigham Young Univ.	Provo, Utah	12.00	8.00	4.00	2.00	1.40
WBRU Brown Univ.	Providence, R.I.	12.00	8.00	4.00	2.00	1.40
WVBU Bucknell Univ.	Lewisburg, Pa.	12.00	8.00	4.00	2.00	1.40
WCIT Carnegie Inst. of Tech.	Pittsburgh, Pa.	12.00	8.00	4.00	2.00	1.40
WKCR Columbia Univ.	New York, N.Y.	18.00	12.00	6.00	3.00	2.10
WHUS Connecticut, Univ. of	Storrs, Conn.	15.00	10.00	5.00	2.50	1.75
WVBR Cornell Univ.	Ithaca, N.Y.	18.00	12.00	6.00	3.00	2.10
WVTP North Carolina State Coll.	Raleigh, N.C.	15.00	10.00	5.00	2.50	1.75
WONC Olivet Nazarene Coll.	Kankakee, Ill.	9.00	6.00	3.00	1.50	1.05
KABC College of the Pacific	Stockton, Calif.	12.00	8.00	4.00	2.00	1.40
WXPB Pennsylvania, Univ. of	Philadelphia, Pa.	18.00	12.00	6.00	3.00	2.10
KSLU St. Lawrence Univ.	Canton, N.Y.	12.00	8.00	4.00	2.00	1.40
WUSC South Carolina, Univ. of	Columbia, S.C.	15.00	10.00	5.00	2.50	1.75
WSRN Swarthmore Coll.	Swarthmore, Pa.	12.00	8.00	4.00	2.00	1.40
KVOF Texas Coll. of Mines	El Paso, Tex.	12.00	8.00	4.00	2.00	1.40

Rate Card Number 7 (cont'd)

Discounts:

Group Discounts:

All Men's Colleges.....	2 ¹ / ₂
All Women's Colleges.....	2 ¹ / ₂
All Coeducational Colleges.....	5 ¹ / ₂
All Men's and Coed Colleges.....	7 ¹ / ₂
All Women's and Coed Colleges.....	7 ¹ / ₂
All Colleges.....	10

Frequency Discounts: (taken after Group Discounts)

13 times.....	2 ¹ / ₂
26 times.....	5 ¹ / ₂
39 times.....	7 ¹ / ₂
52 times.....	10
104 times.....	12 ¹ / ₂
130 times.....	15

Group discounts applying to one or more groups also apply to all other stations ordered on the same contract.

Totals and Net Amounts for groups and combinations of groups:

	1/2 hr.	3/4 hr.	5 min.	1 min.	30 sec.
Total (gross) for Men's colleges.....	96.00	64.00	32.00	16.00	11.20
Net for Men's colleges.....	93.60	62.40	31.20	15.60	10.92
Total (gross) for Women's colleges.....	45.00	30.00	15.00	7.50	5.25
Net for Women's colleges.....	43.88	29.25	14.63	7.31	5.12
Total (gross) for Coed colleges.....	249.00	166.00	83.00	41.50	29.05
Net for Coed colleges.....	236.64	157.76	78.88	39.14	27.60
Net for Men's and Coed Colleges.....	319.13	212.75	106.38	53.19	37.23
Net for Women's and Coed Colleges.....	271.95	181.30	90.65	45.33	31.73
Net All stations.....	351.00	234.00	117.00	58.50	40.95